



ACCESSIBILITY PLAN

Progress Report 2024



Table of Contents

1. Introduction.....	3
2. Priority Areas of Intervention	4
1. Employment.....	4
2. Information and Communication Technologies (ICT).....	6
3. Communications Beyond ICT	9
3.1.Communications With Customers.....	10
4. Design and Performance of Programs and Services	10
5. Transportation	12
3. Consultations.....	12
4. Feedback Process	14
5. Conclusion	14

1. Introduction

Freedom Mobile, a wholly-owned subsidiary of Vidéotron, submitted its first three-year accessibility plan on June 30th, 2023. This document describes the various initiatives in place to prevent and eliminate the obstacles that its customers and employees may encounter when interacting with Freedom Mobile.

In accordance with the Act, Freedom Mobile is now filing its 2024 Progress Report, which details the progress of initiatives related to the seven key principles of the Accessible Canada Act that have been implemented over the past twelve months¹, and the implementation of its 2023-2026 Accessibility Plan.

Freedom Mobile continued to implement its Accessibility Plan to better meet the specific needs of people living with functional limitations. The company has also begun working on several other initiatives in which it has committed to facilitate access to its services and provide consumers with an optimal customer experience throughout their relationship with the company.

Freedom Mobile's commitment to its employees has also been translated into actions that will help ensure an equitable, diverse, and inclusive workplace.

One of the company's main priorities remains to raise awareness of the reality of those living with limitations and the positive impact that each can have on the daily lives of this clientele.

Finally, the multi-sector committee continued to engage with the various organizations that contributed to the development of the company's three-year plan and their feedback in the planning and delivery of its initiatives. We thank them very much for their cooperation.

¹ All initiatives included in the three-year plan with a "Completed" status or a completion date classified as "Long-term" are not included in this progress report.

2. Priority Areas of Intervention

1. Employment

Freedom Mobile will continue providing a workplace that fosters equity, diversity and inclusion for all employees. The initiatives described in this section are aimed at refining its human resources practices to improve the representation of different minority groups within its workforce and enhance accessibility in the workplace.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2023
Training of human resources personnel on issues related to diversity, turning them into ambassadors for managers and employees.	<p>Training on unconscious bias was provided in September 2023 to all Human Resources Business Partners.</p> <p>An online training course on inclusive writing was also deployed between December 2023 and February 2024 to the Human Resources staff responsible for corporate communications, as well as the Corporate Communications team.</p>
Identification of the best strategies for hiring, welcoming, and integrating people with disabilities into the workplace.	<p>The recruitment process now takes accessibility into account, with the form on the company's SmartRecruiters platform having been enhanced with a question about accommodation measures.</p> <p>Training related to DEI and accessibility will be developed and deployed in 2024, conditions permitting, to raise awareness among managers involved in the hiring process. The tools available during the process (interview process, decision support, etc.) will also be upgraded.</p>

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2023
<p>Establishment of a partnership with an organization to promote the hiring of those living with a disability.</p>	<p>Thanks to its partnership with the DuoEmploi event, Québecor, parent company of Vidéotron and Freedom Mobile–welcomed three new employees living with disabilities in 2023. The company is continuing this partnership and is targeting further hires in 2024.</p> <p>Its partnership with Horizon travail, an employment counselling centre for people with disabilities, has enabled the hiring of a person with a visual impairment to fill a customer contact centre position in 2024.</p> <p>A partnership with “Ready, Willing & Able”, the national partnership of Inclusion Canada, Autism Alliance of Canada, and their member organizations, has also been active since April 2024. The positions to be filled have already been forwarded to the company.</p> <p>The company continues working to create new hiring partnerships, and Freedom Mobile is committed to a more inclusive and diversified workforce.</p>

2. Information and Communication Technologies (ICT)

The company will help customers living with functional limitations find crucial information when they use its websites. It is therefore working to make its content "more accessible" for use, to highlight it and to promote it more effectively.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2023
Integration of barrier-free and accessible design standards into production specifications to cover different kinds of limitations.	<p>Kiosks have the ability to support staff or customers that require wheelchairs. We have the ability to modify our store environments to accommodate employees with differing accessibility needs.</p> <p>For customers, there is an add-on unit (space permitted) to accommodate customers accessibility needs.</p> <p>There is ongoing consideration of integrating a self-serve solution for customers to access their account online.</p> <p>We have also enabled sales via our website and Care channels, making it even easier to access and sign up for Freedom Mobile's services.</p>
Updating of built environments, both current and future, to respect standards and ensure that the design of sites owned and leased by the company complies with these standards.	<p>New payment terminals will include accessibility length cords for corporate retail.</p> <p>For new renovations, we have the ability to include add-on units to accommodate requirements for accessibility needs</p>
Publication on Freedom Mobile's website of a list of points of sale that respect accessibility standards for certain types of disabilities.	Website updated based on stores that respect accessibility standards.
Revision and optimization of the Accessibility sections of our website, specifically with regard to their structure, content, visuals, and navigation.	Freedom Mobile's accessibility section on the website is already available, and we continue to audit our offerings and make necessary adjustments.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2023
Publication of an online feedback form on our website.	Our customers can provide us feedback at the following link : https://www.freedommobile.ca/en-CA/accessibility
Continue to include audio description or text transcription to any future support videos.	Audio description and text transcription is included in employee training. This is also a practice in place on our website. Wherever a video is published, the text description is included.
Availability of plug-ins that facilitate control over or quick evaluation of our website's accessibility.	We have implemented a Web Accessibility Extension (AWH) on web browsers for use by the digital team members. This will guarantee that prior to each deployment, the page adheres to WCAG standards.

Freedom Mobile will enhance access to its customer contact centre advisors for customers with functional limitations.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2023
Establishing dedicated phone lines and chat access.	Chat/Messaging access is already in place and is a fully functional channel for customers to access (can be used with various accessibility technologies - ex. screen readers).
Promoting the use of the video relay service.	We are in the process of updating our website to include detailed information and demonstration of video relay service.
Highlighting access to the chat function on our Support pages.	A chat feature connected to LivePerson already exists and is currently undergoing improvements. We have made the chat function available on the support section of the website.

The company values the quality of its contacts with customers living with functional limitations. It is therefore working to facilitate access to relevant operational documentation, enabling its front-line employees to optimize the management of their interactions.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2023
Creation of a section dedicated to accessibility on Freedom Mobile's internal documentation platform, first focusing on the company's services for people with disabilities and their advantages, and second, covering related internal processes and procedures.	We are in the process of migrating our internal documentation platform. As we move to our new location, we will dedicate a space focused on accessibility.

3. Communications Beyond ICT

Freedom Mobile offers several solutions to make everyday life easier for people living with functional limitations. However, awareness can always be enhanced as to what tools and services can be used to meet the needs of people living with functional limitations. The company intends to achieve this goal through a series of communication, training and documentation initiatives aimed at its entire workforce.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2023
Creation of a guide with accessibility terminology and best practices in communication.	This is in progress and will become a part of our Internal Style Guide.

3.1. Communications With Customers

Since the introduction of accessibility sections on its websites, the company aims to improve and optimize accessibility-related content to better assist customers living with functional limitations, help facilitate their decision-making and meet their support needs.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2023
Maximizing the visibility of the accessibility section of our website.	This has been completed. Our accessibility page is accessible from the footer of each page on our website.

4. Design and Performance of Programs and Services

Freedom Mobile intends to keep raising its employees' awareness of the realities faced by people with limitations by enhancing their knowledge and interpersonal skills in managing their interactions with these customers.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2023
Development of training for frontline employees, who will become specialized agents for interactions with people living with disabilities including dedicated phone lines, live chat, retail operations, and visits from technicians.	We are currently working on re-launching accessibility training for our frontline employees.
Assessment of optimal solutions for offering services to hearing-impaired people in targeted stores.	We are currently working on re-launching accessibility training for our frontline employees.

In order to facilitate the use of products and services offered to its customers living with limitations, Freedom Mobile is looking to add elements to its service offering to simplify their daily lives.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2023
Re-evaluation of the current service offering for people with disabilities, with a proposal for enhancement if necessary.	<p>In its current commercial offerings, Freedom Mobile provides a variety of mobile plans catering to different levels of data usage and price needs.</p> <p>The Freedom Mobile nationwide text plan is also available to those who do not use the voice feature.</p> <p>Freedom Mobile continually assesses its offerings as needs evolve.</p>

The first contact with the company is often via one of our websites. Freedom Mobile is working to upgrade its websites with respect to accessibility and will undertake all future developments of its platforms in compliance with web accessibility standards.

Initiatives in the Accessibility Plan	Initiatives started or completed since June 2023
Awareness and training initiatives targeting the digital team regarding WCAG web accessibility standards to ensure hosted content is compliant when the team creates or modifies our webpages.	We have implemented a Web Accessibility Extension which we use to validate our content is accessible.

5. Transportation

Freedom Mobile does not offer transportation services. Therefore, the company has no specific accessibility objectives or initiatives related to transportation.

3. Consultations

Freedom Mobile was a participant in the November 2023 industry consultations, hosted by the Canadian Telecommunications Associations (CTA), in which a total of 32 accessibility groups and providers were presented with an overview of current industry practices, before engaging in meaningful discussions focused on the following topic areas:

- Wireless accessibility offerings, promotion, and customer service
- "Unfettered" access or use of specific services
- Verification and Accessibility passport.

The CTA also compiled and shared consultation notes with all participants, providing an overview of the discussions and ensuring that there was a common understanding. These discussions serve an integral part of the drafting and implementation of Freedom Mobile's initiatives.

Québecor and its subsidiaries continue to be "part of the conversation" with various organizations that represent the interests and defend the rights of people with disabilities. As mentioned in its three-year plan, the company continues to collaborate with the organizations that have invested in its approach and continues to take their comments and suggestions into account in the prioritization of the initiatives in its plans. To that end, Vidéotron organized multiple meetings with different groups representing people living with functional limitations. Their feedback was shared with other Québecor subsidiaries and is instrumental to the creation and implementation of our initiatives.

- **June 2023:** Meeting with representatives of the Regroupement des aveugles et amblyopes du Montréal métropolitain (RAAMM) to present the new version of the Accessibility section of the websites.
- **August 2023:** Presentation of the training and documentation strategies for front-line operational resources to the following organizations:
 - Confédération des organismes de personnes handicapées du Québec (COPHAN)
 - Regroupement des activistes pour l'inclusion au Québec (RAPLIQ)
 - Association québécoise des personnes de petite taille (AQPPT)
 - Institut Nazareth et Louis-Braille (INLB)
 - Réseau québécois pour l'inclusion sociale des personnes sourdes et malentendantes (REQIS)
 - Regroupement des aveugles et amblyopes du Montréal métropolitain (RAAMM)

4. Feedback Process

Freedom Mobile also continues to consider feedback on its service delivery received through the feedback process in place. Since the submission of its three-year plan, twenty-one (21) comments and suggestions have been received via the existing process, all of which are already being considered in the initiatives included in its plan.

Anyone wishing to send us their comments and suggestions regarding our services is invited to do so at any time via one of the following three communication channels:

- **Online form (anonymous or not)**
 - <https://www.freedommobile.ca/en-CA/accessibility/feedback-form>
- **Email:** accessibility.feedback@freedommobile.ca
- **Phone:** 1 844 203-7171

5. Conclusion

The last twelve months have seen the implementation of several promising initiatives designed to help improve the daily lives of our customers with disabilities. For the coming year, the focus will be on the deployment of separate access to chat for customers with accessibility needs and on the future implementation of dedicated telephone access. Awareness and training initiatives will also continue for all operational resources in contact with these customers.